

BEE Innovation Day

April 11, 2013



Background: June 2012

- Virginia Department of Housing and Community Development
- Virginia Community Capital
- Virginia Microenterprise Network



Initial Research

Funding from the three stakeholders enabled us to begin research in two key areas to determine the need and feasibility for a unified statewide voice/organization to support community economic development throughout the Commonwealth:

- (a) the completion of a nationwide market study on other successful models of community economic development alliances
- (b) the surveying of, outreach, conducting a needs assessment and subsequent gaps in services that currently exist through the practitioners of community economic development in Virginia.

Initial Research—National

National research determined there are seven fundamental components/best practices involved in a statewide collaborations:

1. An agency, legislature, or group of business leaders determined there was a need A need for commitment for operating funds
2. Each of these organizations has staff hired to make these organizations grow and succeed
3. The network is only as good as the person chosen to lead it
4. Network will provide a database platform for regions and communities to connect small businesses or communities with each other

Initial Research—National

5. The leader of the effort needs to be non-threatening and collaborative, the organization chosen to host or lead a new collaborative network needs to be perceived as non-threatening , unbiased, and available
6. Those that have succeeded have chosen a low-risk agenda to start, with goals and initiatives that enhance the ability of the members to meet their missions
7. The organization chosen to host or lead a new collaborative network needs to be perceived as non-threatening , unbiased, and available. For many states (Wisconsin, Kansas, Alaska, Missouri), a state university has been the logical host.

Conclusion

Conclusion: Clearly there is no one “right” way to build a network, though the elements noted here contribute to a higher likelihood for success based on the limited sample available.

Initial Research—Regional

VCC consultants and/or members of the Advisory Group acting on its behalf attended several statewide conferences on community and economic development to engage the input of additional practitioners. These included the following conferences:

- Virginia Business Incubation Association annual conference in Charlottesville
- CityWorks (X)po conference in Roanoke
- The annual Small Business Development Center Network planning retreat in Staunton
- The Shenandoah Valley area SCORE chapter meeting in Waynesboro
- The Annual Virginia Community Capital Luncheon in Richmond
- Virginia Downtown Development Association training event in Manassas
- Virginia Microenterprise Network conference in Richmond

Initial Research—Regional

An online survey was created to solicit input from local and regional place-based economic development practitioners as well as statewide leaders regarding their vision for a potential alliance for community development in Virginia:

Organizations collectively reported

- creating over 6,500 jobs and over 1,200 small businesses
- helping over 30,000 small businesses or entrepreneurs through training or counseling support,
- providing over \$67 million in capital to small businesses, in the past year alone.



Initial Research—Regional

- Survey respondents were asked to rank their top desired benefits of a statewide collaborative network or alliance. The top responses for the survey were:
- Identifying and sharing funding opportunities and successful business models for new and growing organizations,
- Educating policymakers and civic leaders about the importance and the impact of place-based economic development, and
- Advocating with policymakers and statewide leaders to increase funding and resources.

Working and Advisory Groups

Both an Advisory Group of statewide leaders and a Focus Group of local and regional practitioners were formed to provide input and direction on the project, as well as building stakeholder support and momentum.



Representatives in the Process

State & Federal Agencies

Department of Business Assistance

Wayne Waldrop, Business Information Systems Director*

Department of Housing and Community Development

Bill Shelton, Director*, Jeff Sadler, Program Manager

Tobacco Commission

Tim Pfohl, Grants Director*

U.S. Department of Agriculture

Ellen Davis, Virginia State Director *

Virginia Cooperative Extension Services

Martha Walker, Community Viability Specialist*

Virginia Department of Agriculture & Consumer Services

Robins Buck, Senior Project Manager*

Stephen Versen, Senior Project Manager*

Representatives in the Process

Statewide Associations & Organizations

Virginia Business Incubation Association

Dan Girouard, President*

Virginia Community Capital

Jane Henderson, President and CEO*

Virginia Downtown Development Association

Bob Stroh, President*, Costa Canavos, Vice President

Virginia Microenterprise Network

Kevin Kelly, President *, Caroline Nowery, Treasurer*

Virginia Small Business Development Center Network

Jody Keenan, Director*

Virginia Tourism Corporation

Steve Galyean, Partnership Marketing Development Director

Representatives in the Process

Universities

George Mason Enterprise Center

Keith Segerson, Executive Director*

Virginia Commonwealth University

John Accordino, Professor of Urban Planning*

Representatives in the Process

Local and Regional Practitioners

City of Hampton, Economic Development Department

Dan Girouard, Economic Development Director*

City of Waynesboro Tourism Department

Katie McElroy, Tourism Director*

Community Investment Collaborative

Hebah Fisher, Program Director

Danville Regional Foundation

Karl Stauber, President and CEO

ECDC Enterprise Development Group

Kevin Kelly, Managing Director*

Representatives contd.

Longwood Small Business Development Center

Sheri McGuire, Director*

Lurray Main Street

Liz Lewis, Executive Director*

People Inc.

Deborah Wagner, Director Community and Economic
Rappahannock Goodwill Industries

Woody Van Valkenburgh, President/ CEO

REDC Community Capital Group

Randolph Shelton, President and CEO*

Region 2000 Economic Development Partnership

Bryan David, Executive Director

Southwest Virginia Cultural Heritage Foundation

Todd Christensen, Executive Director*

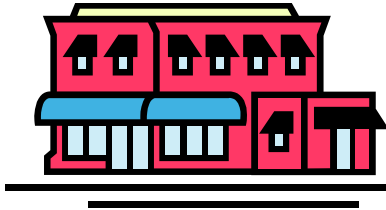
Concept of Virginia CEDA

The Community Economic Development Alliance (CEDA) will consist of a statewide coalition of existing associations; individual organizations and professional practitioners in the industry; governmental agencies; universities; commercial lenders; foundations; and other supporters of place-based economic and community development.



Mission of VCEDA

To build an alliance for the advancement of local community and economic development, focused on job creation, community vitality, and small business sustainability in Virginia.



Steering Committee

Commitments to date on this project range from agreeing to sit on a steering committee for launching the Alliance to serving on a policy counsel, from planning and launching the statewide summit to direct financial funding.

Jody Keenan (Virginia Small Business Development Centers Network),
Randy Shelton (REDC Community Capital Group)

Dan Girouard (Virginia Business Incubation Association)

Bob Stroh (Virginia Downtown Development Association)

Kevin Kelly (Virginia Microenterprise Network)

Proposed Scope of Work

- Organize & Launch
- Convene a Community Economic Development Alliance Summit
- Launch Workgroup around Impact Analysis
- Form Advocacy Committee and Policy Statement
- Branding, Website Development, and Online Networking

Questions?

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